

# RJ REYNOLDS

TOBACCO COMPANY

**COPY**

August 18, 1997

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

RJR Account #649920

Ms. T. Klimowski  
TRIPIFOODS, INC.

## SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear Terri:

SALEM .30¢ tear tape product has been ordered, as well as 60 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) for shipment of the above promotion to your participating retail accounts as identified on the attached Customer List. Each customer will be shipped one empty Display, along with the number of cartons per brand style as indicated on the attached Customer List.

This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter). **No Display Packing is required for this Promotion.**

### Display Detail / Item #530123

<u>SKU CUBE:</u>	0.4890
<u>SKU WT (w/o Product):</u>	1.4480 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

**THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.**

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
*Jc*  
cc: R. M. Duszynski  
Enc. Retailer Letter  
Retail Customer List

SALTAPEDOC

51859 3148

SEPTEMBER DELIVERY  
SALEM TEAR TAPE  
TRIPIFOODS, INC.

September Drive Period 709 / Promotion #701497

**PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.**

**DISPLAY LOAD (4 CARTONS):**

PACK NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON ATTACHED CUSTOMER LIST

SALEM FULL FLAVOR

SALEM LIGHT

SALEM FULL FLAVOR 100

SALEM LIGHT 100

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD  
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
IN EACH DISPLAY SHIPPED TO RETAIL)**

Product PO #090297

	SALEM	#/ (6M) Cases
UPC Code	BRAND STYLE	@ .30¢ Off
12300-24194	Full Flavor	5
12300-24196	Light	5
12300-24195	Full Flavor 100	5
12300-24197	Light 100	5

Product / Premium Arrival: September 2, 1997

Ship Date to Retail: Week of: September 8, 1997

EFT \$ Amount: \$7,156.43

Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO  
RETAILERS AT STORE LEVEL.**

SEPTEMBER DELIVERY

51859 3149

OCTOBER DELIVERY  
SALEM TEAR TAPE  
TRIPIFOODS, INC.

## October Drive Period 709 / Promotion #701497

**PROMOTION DESCRIPTION:** UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM \$3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.

### Product PO #100697

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	Full Flavor	<u>4</u>
12300-24196	Light	<u>4</u>
12300-24195	Full Flavor 100	<u>4</u>
12300-24197	Light 100	<u>4</u>

Product Arrival: October 6, 1997

*(No Displays will be shipped)*

Ship Date to Retail: Week of: October 13, 1997

EFT \$ Amount: \$5,725.15

Non-EFT \$ Amount: \$N/A

**R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.**

OCTOBER DELIVERY

51859 3150

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS													
SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	STATE	MILES	SR#	VAP	WHL	Salem	Salem	Salem	Salem
										FF	Salem	Lt	Salem
										FF-100	King	Lt	100
162205	632691	CARDS CORNER DAIRY	3781 W SENECA TPKE	SYRACUSE	NY	649920	TRIPIFOODS INC.			279	2	2	2
162208	182792	SWISHERS QUICK STOP	170 N MAIN ST	HUGHESVILLE	PA	649920	TRIPIFOODS INC.			793	4	4	4
162306	525601	CONVENIENCE CORNER	RT 9G & KALINAS DR	RHINEBECK	NY	649920	TRIPIFOODS INC.			2472	2	2	2
162306	770151	CONVENIENCE CORNER 1	142 E MARKET ST	RHINEBECK	NY	649920	TRIPIFOODS INC.			2471	3	3	3
162602	567721	CONVENIENT FOOD MART	2211 KENSINGTON AVE	SNYDER	NY	649920	TRIPIFOODS INC.			3731	1	1	1
162602	571569	CFM #33 049 2	204 MAIN ST	BROCKPORT	NY	649920	TRIPIFOODS INC.			3733	2	2	2
162602	583864	JIM'S TRUCK STOP	2115 WALDEN AVE	CHEKTOWAGA	NY	649920	TRIPIFOODS INC.			854	2	2	2
162604	268827	GUETTI MARKET INC	758 RIDGEWAY AVE	ROCHESTER	NY	649920	TRIPIFOODS INC.			532	1	1	1
162604	579516	HEMLOCK GENERAL STOR	4777 S MAIN STREET	HEMLOCK	NY	649920	TRIPIFOODS INC.			0	2	2	2
162604	672362	WESTERS COUNTRY STOR	6153 STATE ROUTE 15	CONESUS	NY	649920	TRIPIFOODS INC.			313	2	2	2
162604	677924	SPRINGWATER COUNTRY	7987 MAIN STREET	SPRINGWATER	NY	649920	TRIPIFOODS INC.			0	1	1	1
162604	712289	COUNTRY STORE	1319 LAKE RD	WEBSTER	NY	649920	TRIPIFOODS INC.			937	1	1	1
162605	035536	MINIT STOP	NORTH AVE. & LIBERTY	PENN YAN	NY	649920	TRIPIFOODS INC.			2951	2	2	2
162605	269473	GLEN GROCERY	FRANKLIN ST	WATKINS GLEN	NY	649920	TRIPIFOODS INC.			450	4	4	4
162605	664262	MINIT STOP 2	825 CANANDAIGUA RD	GENEVA	NY	649920	TRIPIFOODS INC.			2953	2	2	2
162606	462139	EASY PLUS	114 WEST MORRIS	BATH	NY	649920	TRIPIFOODS INC.			794	1	1	1
162606	657270	YELLOW GOOSE	406 W 3RD STREET	JAMESTOWN	NY	649920	TRIPIFOODS INC.			1609	3	3	3
162607	398286	NEWTON'S	26 ACADEMY STREET	SHINGLEHOUSE	PA	649920	TRIPIFOODS INC.			644	3	3	3
162607	398296	BOYDS CORNER STORE	302 S MAIN ST	COUDERSPORT	PA	649920	TRIPIFOODS INC.			646	2	2	2
162607	706802	QUIK MART #2	58 N MAIN STREET	LAWRENCEVILLE	PA	649920	TRIPIFOODS INC.			1526	2	2	2
182403	797868	GAD 41 SUNOCO	24655 US HIGHWAY 23	CIRCLEVILLE	OH	649920	TRIPIFOODS INC.			2539	7	7	7
						649920	Total			49	49	49	49

## INDEPENDENTS

51859 3152

## SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS

TERR	ACCT	FULL NAME	ADDRESS	CITY	STATE	VAP	TRIPM	FRE	KG	LT	KG	LT	100	
172906	527292	FOGLE'S CORNER INC	13168 LINCOLNWAY	MASSILLON	OH	TRIPI	2136	3	3	3	3	3	3	3
173001	20329	WAY 2 GO	1002 LIBERTY ST	ERIE	PA	TRIPI	2501	8	8	8	8	8	8	8
173001	468860	LINCAN FOOD MART	RD #2	UNION CITY	PA	TRIPI	303	3	3	3	3	3	3	3
173305	333775	BILICIC COUNTRY MALL	5218 TOWNSHIP RD S	GENEVA	OH	TRIPI	315	10	10	10	10	10	10	10
173804	535334	WARRENSVILLE MARKE	HC 31 BOX 168	WILLIAMSPOR	PA	TRIPI	429	4	4	4	4	4	4	4
						TOTALS			28	28	28	28	28	28

TRIPI FOODS

QUICK CHEK

51859 3153

## SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS

RR TERR	ACCT	FULL NAME	ADDRESS	CITY	STATE	NAME	VAP.WHLSR	TRIP #	SAL			SAL		
									KG	100	LKG	100	LKG	100
172925	342452	QUICK CHEK #117	240 FRONT STREET	KILLBUCK	OH	TRIPIFOODS INC.	2117		2	2	2	2	2	2
172925	797238	QUIK CHEK #119	323 E HIGH AVE	NEW PHILADELP	OH	TRIPIFOODS INC.	2119		2	2	2	2	2	2
172925	797251	QUIK CHEK #116	SR 93	SUGARCREEK	OH	TRIPIFOODS INC.	2116		2	2	2	2	2	2
172925	850754	QUIK CHEK #2107	01 2ND ST	DENNISON	OH	TRIPIFOODS INC.	2107		2	2	2	2	2	2
172925	028948	QUICK CHEK #110	7170 LINCOLNWAY EA	WOOSTER	OH	TRIPIFOODS INC.	2110		2	2	2	2	2	2
172923	338984	QUICK CHEK 109	3576 PARK AVE W	ONTARIO	OH	TRIPIFOODS INC.	2109		2	2	2	2	2	2
172923	338989	QUIK CHEK #2102	305 MARION AVE	MANSFIELD	OH	TRIPIFOODS INC.	2102		2	2	2	2	2	2
172923	339221	QUICK CHEK INC #101	398 S DIAMOND ST	MANSFIELD	OH	TRIPIFOODS INC.	2101		2	2	2	2	2	2
172923	339236	QUICK CHEK INC #106	61 MILL RD	BELLVILLE	OH	TRIPIFOODS INC.	2106		2	2	2	2	2	2
172925	430345	QUIK CHEK #2114	4510 CLEVELAND RD	WOOSTER	OH	TRIPIFOODS INC.	2114		2	2	2	2	2	2
172925	843457	QUICK CHEK #112	275 N MARKET ST	SHREVE	OH	TRIPIFOODS INC.	2112		2	2	2	2	2	2
182421	030361	QUIK CHEK/SHELL #13	404 W PIKE ST	JACKSON CENTE	OH	TRIPIFOODS INC.	2133		2	2	2	2	2	2
673728	079455	QUICK CHEK #2128	6020 E HARBOR RD	MARBLEHEAD	OH	TRIPIFOODS INC.	2128		2	2	2	2	2	2
								TOTAL	26	26	26	26	26	26

TRIPIFOODS

ERIE PETROLEUM

51859 3154

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS									
ACCT	FULL NAME	ADDRESS	CITY	VAP	TRIP#	SAL	SAL	SAL	SAL
						KG	LT	KG	LT
129007	BORON OIL	545 FAIRMOUNT AVE	JAMESTOWN	TRIPI	0	3	3	3	3
168816	HOLIDAY SHELL #2	8030 PERRY HWY	ERIE	TRIPI	4276	3	3	3	3
525493	LAKEWOOD SHELL #3	3760 W 12TH ST	ERIE	TRIPI	4275	3	3	3	3
540944	FUEL STOP SHELL #1	190 & STERETTANIA	ERIE	TRIPI	4278	3	3	3	3
596643	HOLIDAY MART	605 PARADE ST	ERIE	TRIPI	4280	3	3	3	3
674464	PEACH STREET SHELL	4917 PEACH ST	ERIE	TRIPI	4291	3	3	3	3
699667	STATELINE BP #90	12271 E MAIN RD	NORTH EAST	TRIPI	4290	3	3	3	3
						21	21	21	21

ROU 1610

SHIP ONE (1) DISPLAY EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											
RR	ACCT	FULL NAME	ADDRESS	CITY	ST	WHLSR	VAP	VAP	Salem		
									WHLSR	VAP	FF
									Salem	Salem	Salem
162622	580045	K & K FOOD MART	7084 CHESTNUT RIDGE	LOCKPORT	NY	649920	TRIPIFOODS INC.	1386	1	1	1
162630	033295	K & K FOODMART	8389 RIDGE RD WEST	CLARKSON	NY	649920	TRIPIFOODS INC.	547	1	1	1
162630	128447	K & K FOODMART	4614 LAKE RD S	BROCKPORT	NY	649920	TRIPIFOODS INC.	716	1	1	1
162630	215096	K & K FOODMART	16825 RT 18	KENDALL	NY	649920	TRIPIFOODS INC.	1387	1	1	1
162630	561016	K & K FOODMART	1449 LAKE RD	HAMLIN	NY	649920	TRIPIFOODS INC.	1389	1	1	1
162630	663648	K&K FOOD MART	6 EAST AVE	ALBION	NY	649920	TRIPIFOODS INC.	1385	1	1	1
162622	707857	K&K FOOD MART	11350 MAPLE RIDGE RD	MEDINA	NY	649920	TRIPIFOODS INC.	1384	1	1	1
162630	763471	K & K FOODMART	1128 PARMA HILTON RD	HILTON	NY	649920	TRIPIFOODS INC.	715	1	1	1
162630	765462	K & K FOODMART	STATE BATAVIA	HOLLEY	NY	649920	TRIPIFOODS INC.	354	1	1	1
162630	835820	K & K FOODMART	4541 HOLLEY BYRON RD	CLARENDRON	NY	649920	TRIPIFOODS INC.	1388	1	1	1
						649920 Total			10	10	10

## Pal-Mart locations for Salem Tear Tape Program (September / October)

51859 3156

**SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS**

RR	ACCT	FULL NAME	ADDRESS	CITY	ST	VAP	VAP	Salem FF	Salem FF	Salem Lt	Salem Lt	Salem Lt	
								WHLSR	WHLSR	NAME	SUPP	King	100
162624	515673	PAL MART #2	510 E MAIN ST	PALMYRA	NY	649920	TRIPIFOODS INC.	2262		1	1	1	1
162624	702785	PALMART #8	6090 STATE ROUTE 96	FARMINGTON	NY	649920	TRIPIFOODS INC.	2268		1	1	1	1
162624	724740	PAL MART #3	N. MAIN STREET	NEWARK	NY	649920	TRIPIFOODS INC.	2263		1	1	1	1
162624	763821	PAL MART #1	KENDALL ST	CLIFTON SPRINGS	NY	649920	TRIPIFOODS INC.	2261		1	1	1	1
						649920	Total			4	4	4	4